

# Apteco Technical Guide

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## Apteco Integrations Pure360 Setup Guide

Helping you to get the most out of the Apteco Marketing Suite

### Before You Begin

#### CAUTION

This guide details the steps required to integrate Apteco with a Broadcaster using an API; the configuration is in two parts:

1. Configuration in your broadcaster, this document.
2. The configuration of the Apteco Marketing Suite, which is covered in the online help



You need to configure Pure360 before you perform the integration in Apteco, this document is an overview of the broadcaster setup process, it is not intended to be an in-depth broadcaster setup document, please see the documentation provided by Pure360

#### Note:

We take care to keep the information up to date. There may be changes to the broadcaster's API not reflected here. If in doubt, contact your support department or the broadcaster for more information.

### Useful to have before you start:

- The Variables or Virtual Variables in FastStats to map to broadcast fields
- The Pure360 UI URL **Username**, **Password** and **PIN** to log in to your broadcaster
- The Pure360 **Message** name (available from the Pure360 UI)
- The Pure360 API Username and Password



Ensure the Encoding is **UTF8** and **List Language Code** is set to **en\_GB.UTF-8**

## Pure360 Configuration

If you wish to automatically broadcast the list to a message either from Apteco, you need to create a within Pure360.

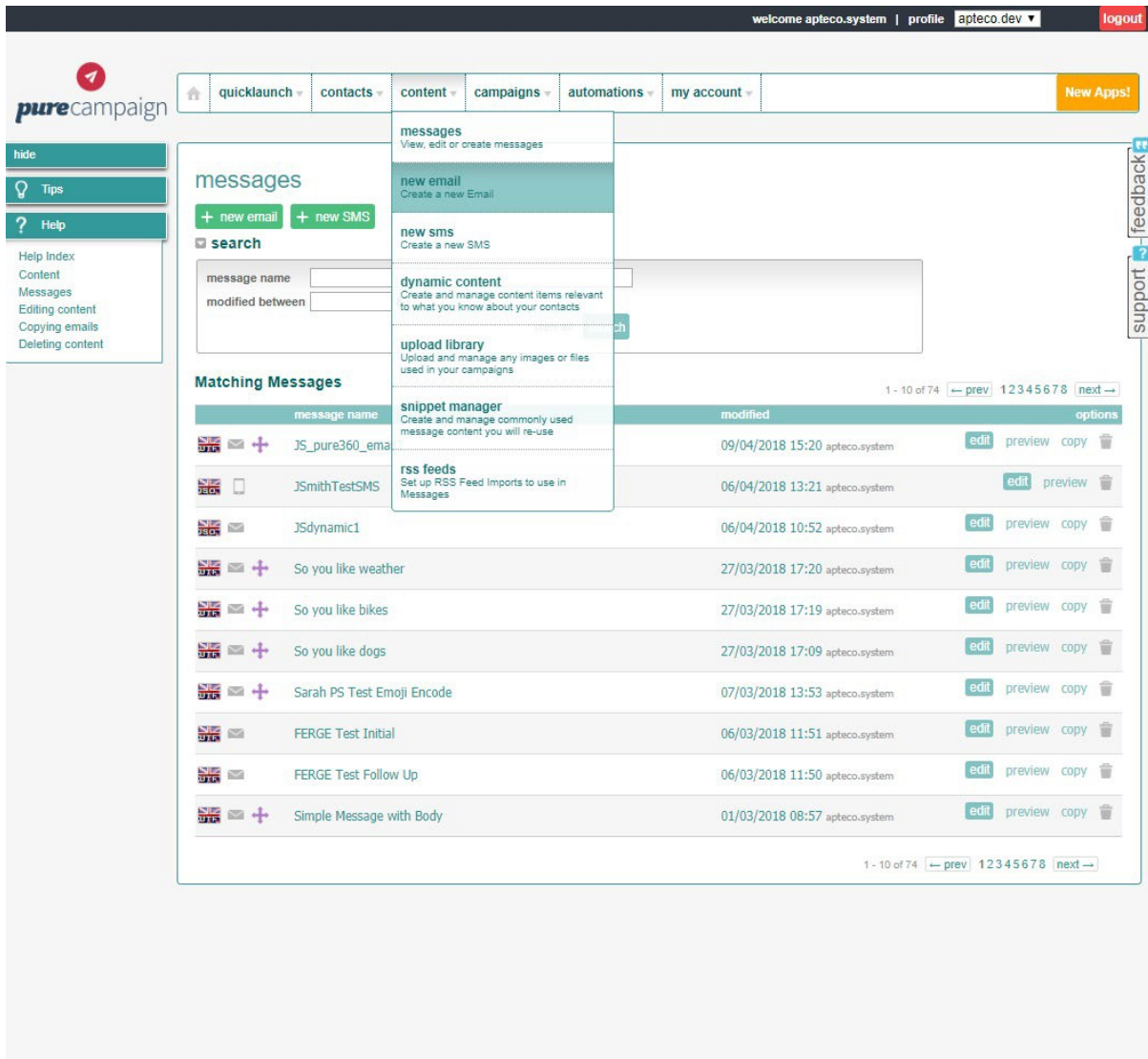
The image shows the login interface for Pure Campaign. At the top left is the logo, which consists of a red circle with a white arrow pointing up and to the right, followed by the text 'purecampaign' in a blue, lowercase, sans-serif font. Below the logo are two white input fields with thin grey borders. The first field is labeled 'Username' and the second is labeled 'Password'. Below the password field is a teal button with the text 'Log in' in white. To the right of the button is a link that reads 'Forgot your password? Request a trial!' in a smaller, teal font.

### Creating a new Message in Pure360

Use the email editor to create a message and save it, noting the message name.

**Note:**

- From: **content** go to *new email*



The Mailing Settings & Content dialogue opens

- Enter a **Message name** for the message and complete the rest of the settings as appropriate:
  - Message Settings ensure you select Unicode (UTF-8)
  - Subject Line (dynamic content can be used e.g. “Welcome to Summer %%First Name%%”, you will need to configure the Contacts first
- Message content
- Set the tracking and analytis settings
- Preview and test your message

To create a list send a test broadcast to Pure360 from PeopleStage and enter a List Name to use

### Edit Contact List

#### List settings

Edit the name and language. *(for your reference only)*

Name:

Language:

#### Edit the custom field names?

1:

2:

3:

4:

5:

- Report Settings

[home](#)
[quicklaunch](#)
[contacts](#)
[content](#)
[campaigns](#)
[automations](#)
[my account](#)
New Apps!

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## Reports settings cancel update

**Quick view fields**

These are the report statistics that are shown on the welcome screen when you log-in and when you search for eBroadcast reports.

1

2

3

4

**Calculation method**

Figures for emails not sent are shown as a percentage of the list total. Figures for responses outside of the email (including opens) are shown as a percentage of the total sent. Figures for responses inside of the email (e.g. clicks, opt-outs, etc) are shown as a percentage of the total opens.

Relative (recommended)

Figures for emails not sent are shown as a percentage of the list total. Figures for all responses are shown as a percentage of the total sent.

Sent (DMA method)

All figures are shown as a percentage of the list total.

Total

**Targets**

The definition of a successful eBroadcast, that your reports will be measured against.

[edit targets](#)

- In order receive response information from Pure360, you need to configure your Targets

[home](#)
[quicklaunch](#)
[contacts](#)
[content](#)
[campaigns](#)
[automations](#)
[my account](#)
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## Targets

cancel
+ add new target
update ✓

✓ Tank!

Action	Low [Importance] High					Target	
	Ignore	1	2	3	4		5
⊕ Unique Opens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	18%
⊕ Repeat Opens	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊖ Not Opened	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊕ Unique Clicked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	17%
⊕ Repeat Clicked	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊖ Not Clicked	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊖ Bounced	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊖ Soft Bounced	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊖ Blocked	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊕ Replied	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊕ Auto Replied	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊕ Send To Friends	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	0%
⊖ Unsubscribes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	2%

cancel
+ add new target
update ✓

 feedback   
 support